AmeriCorps Seniors

Identifying Priority Areas in Your Community

Fiscal Year 2024

Agenda

- Important Dates & Contact Information
- Key Terms
- Primary Focus Area and Funding Priorities
- Community Needs Assessment
- Community Asset Mapping
- Self-Assessment & Knowledge Check
- Applicant Training and Technical Assistance
- Q&A

Poll #1

Question 1:
Did you attend our last live event, AmeriCorps Seniors in Action: Mobilizing a Generation?

Question 2:
Have you accessed the training and technical assistance resources and webinars on the funding opportunity webpage?

Poll #2

How confident do you feel in your current level of knowledge relating to **identifying priority areas** for the current funding opportunities?

5- Very Confident

4- Confident

3- Neutral/Not sure

2- Not confident

1- Not very confident

Important Dates

Applications are due no later than **Thursday, February 1, 2024, by 5:00 p.m. Eastern Time.**

Successful applicants will be issued awards by **June 2024.**

Successful applicants will be notified by **April 2024.**

Contact Information

For questions related to this funding opportunity, contact
FGPSCPReplacement@americorps.gov.

For details on this opportunity and to see other opportunities available through AmeriCorps, visit the AmeriCorps [Funding Opportunities](#) website.

Key Terms

1. **Focus Area:** One of a set of six core priority issue areas identified in the Serve America Act where AmeriCorps focuses national service and measures its impact.
2. **Geographic Service Area:** The counties in which volunteer stations are located and services are provided.
3. **Service Activity:** The service performed by AmeriCorps Seniors volunteers that supports an identified community need and aligns with AmeriCorps Seniors funding priorities and focus areas.
4. **Sponsor:** A public agency or private non-profit organization, either secular or faith- based, that receives AmeriCorps Seniors program funding and is legally responsible for stewarding grant funds. ***Also referred to as grantees***.
5. **Volunteer Station:** A public agency, secular or faith-based private non-profit organization, or proprietary health care organization that accepts the responsibility for assignment and supervision of AmeriCorps Seniors volunteers.

Primary Focus Areas and Funding Priorities

Current Funding Opportunity Primary Focus Areas

Primary Focus Areas and Funding Priorities

Foster Grandparent Program

- Education
- Provide or facilitate access to services and resources that contribute to improved educational outcomes for economically disadvantaged people

Senior Companion Program

- Healthy Futures
- Provide support and resources to help older adults live independently and provide support and respite to caregivers of older adults

Funding Priorities

Primary Focus Areas and Funding Priorities

- Organizations leading service in communities with concentrated poverty, rural communities, tribal communities, and those organizations serving historically underrepresented and underserved individuals, including but not limited to communities of color, immigrants and refugees, people with disabilities, people who identify as part of the LGBTQIA+ community, and religious minorities.

- Projects that propose to serve states listed in Appendix A: Priority States and Territories.

- Organizations that serve people with arrest and conviction records and provide meaningful reentry opportunities.

- Programs that support civic bridgebuilding projects (meaning projects that foster respect among diverse communities, strengthen relationships across lines of difference, forge a sense of common civic purpose, and seek to solve a community program and diminish polarization) and provide training in civic bridgebuilding skills and techniques to AmeriCorps Seniors volunteers.

Appendix A: Priority States and Territories

Primary Focus Areas and Funding Priorities
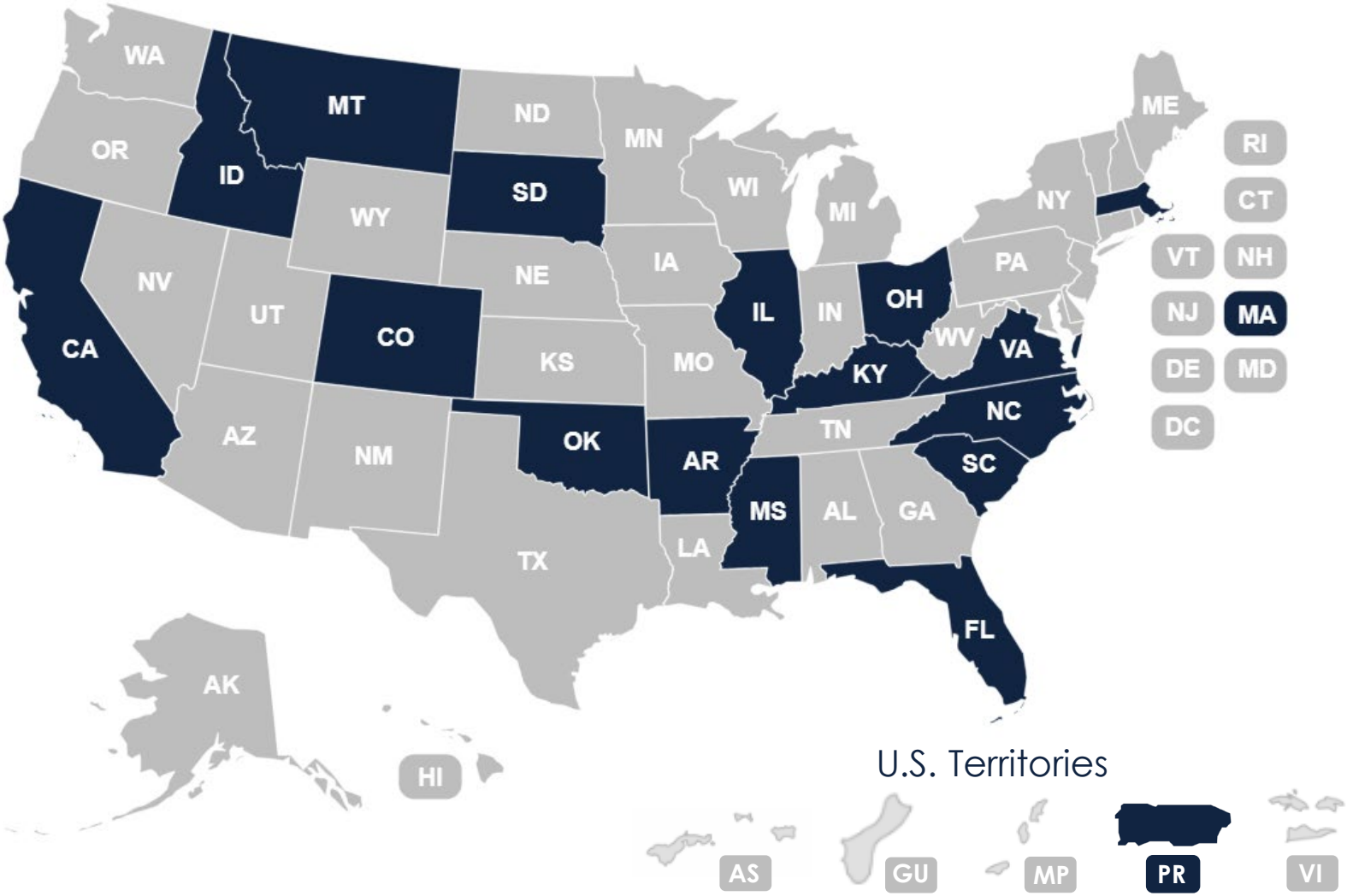
U.S. Territories

*Applicants are not limited to this list of states and territories to apply for, but AmeriCorps Seniors is prioritizing projects that designate counties in these states and territories due to relinquishments.

*Applicants can apply for one or more counties.

Foster Grandparent Program Funding Priorities

Primary Focus Areas and Funding Priorities

- Programs focused on early learning and those that prepare AmeriCorps Seniors volunteers to enter early learning careers.

- Efforts to help local communities continue to recover from the COVID-19 Pandemic through focused education efforts to address learning loss.

Senior Companion Program Funding Priorities

Primary Focus Areas and Funding Priorities

Projects that propose to raise public awareness about the challenges and needs of family caregivers and the role of older adult volunteers. Innovative service projects that can be executed by older adults will be given priority consideration. These projects can include those that:

- Advance partnerships that promote greater engagement for older adult support for family caregivers.
- Optimize well-being of family caregivers by strengthening services and supports, i.e., services to help caregivers manage their own health/emotions/physical stress, helping to find and secure other trustworthy/affordable services or supports, and those that prevent caregiver isolation.
- Develop volunteer roles that integrate older adults as volunteers who serve as part of a care coordination for clients and ongoing support for family and other caregivers.
- Develop interventions where elders can support caregivers in tribal communities.
- Spur innovations that engage older adults in intergenerational activities that help increase access to information and services for caregivers.

Community Needs Assessment Versus Community Asset Mapping

Community Needs Versus Assets

Needs

Focus on identifying and restoring what a community lacks

Problem oriented

Makes people consumers of services

Assets

Focus on building on what a community has

Possibility oriented

Identifies ways people can give of their talents

Community Needs Assessment

What is a Community?

Community Needs Assessment

Communities are typically defined by a geographic area, but they can also be based on shared interests or characteristics such as religion, race, age, or occupation.

What is a Community Needs Assessment?

Community Needs Assessment

A Community Needs Assessment is the ***intentional process*** that you can take to better understand your community, including how you can have the greatest impact.

Community need can be looked at as the gap between **what is and what should be**.

Examples of Community Needs

Community Needs Assessment

Foster Grandparent Program

- County has the state's lowest percentile for poverty and academic performance.
- Underserved population of youth at local juvenile detention facility
- Need for academic reinforcement and mentorship

Senior Companion Program

- Limited access to healthcare supports for older adults
- Increased number of older adults who are homebound due to lack of transportation
- 15% increase of caregivers of homebound clients
- High level of stress navigating complex health care systems

Disclaimer: This is an example of a program and is not meant to direct an applicant's proposal.

Steps to Assess Community Needs

Community Needs Assessment

| 1. Identify the Problem | 2. Define the Scope | 3. Gather Data | 4. Analyze Data | 5. Develop a Plan | 6. Implement the Plan | 7. Evaluate the Plan |

Happens during the application phase

Happens after the grant has been awarded

Community Asset Mapping

Community Asset Mapping

What is community asset mapping?

A systematic process of cataloging key services, benefits, and resources within the community (e.g., individuals, public and private organizational resources, public institutions and services, physical resources, and information organizations and influence).

Why do you need a community asset map?

- Identify community assets and strengths.
- Ensure activities are relevant to community needs.
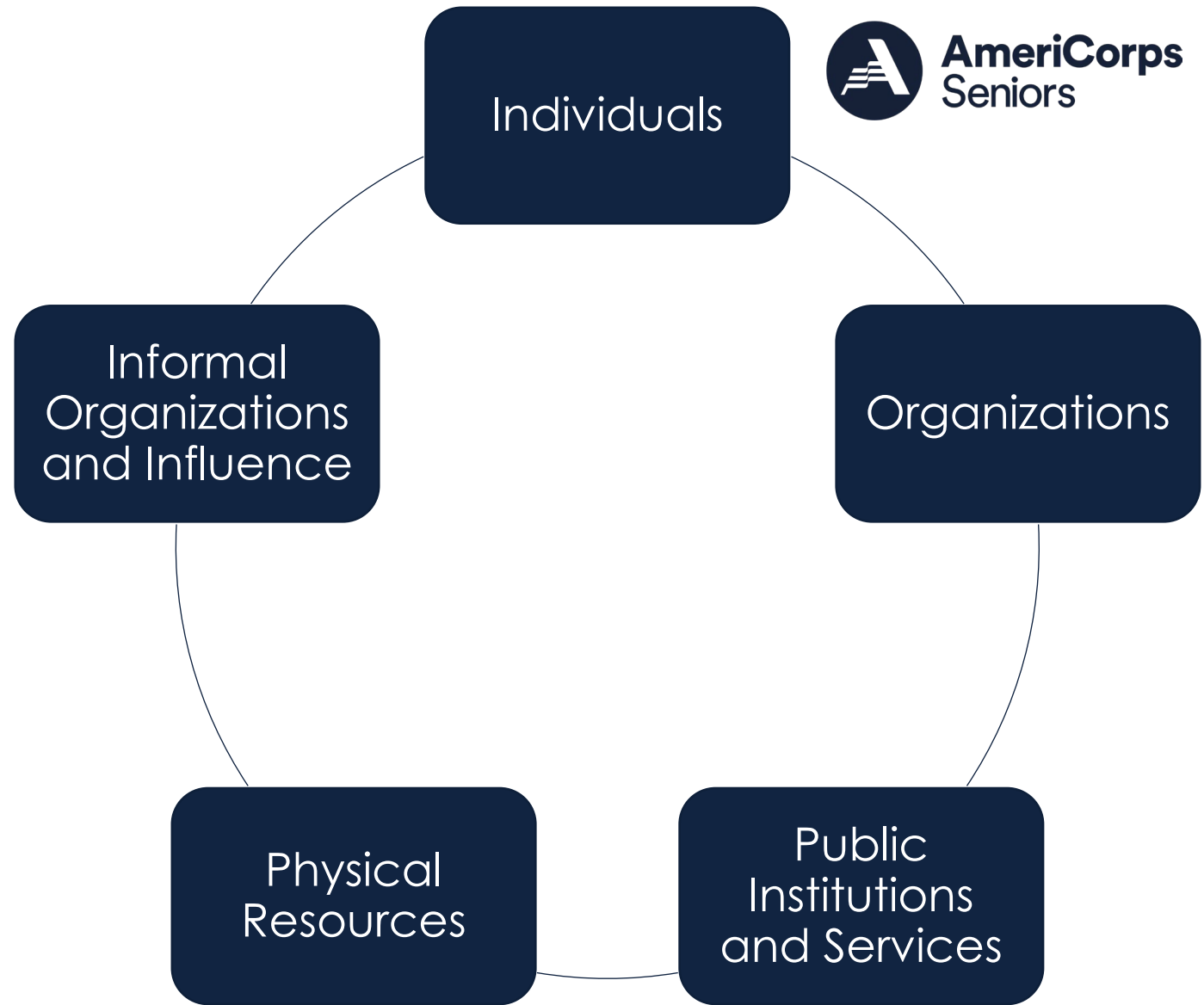- Obtain buy-in from the community.

Community Asset Map

Community Asset Mapping

What goes into a community asset map?

- What assets and resources are already in place?
- How can you build on what's already working?

AmeriCorps Seniors

Individuals

Organizations

Informal Organizations and Influence

Public Institutions and Services
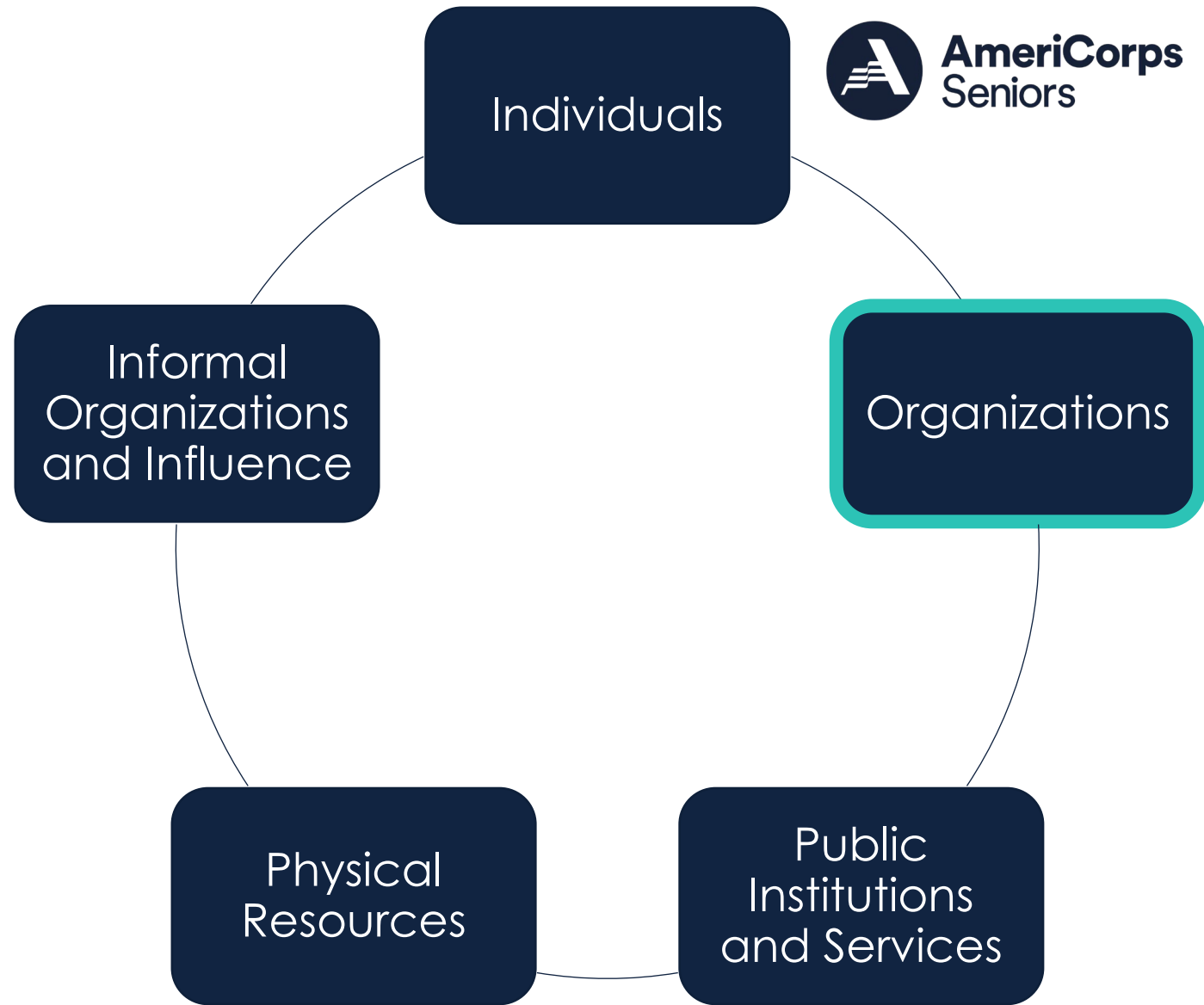
Physical Resources

Individuals

Community Asset Mapping

- Skills, talents, and experience of community members
- Individual businesses
- Home-based enterprises
- Donations and financial sponsors

AmeriCorps Seniors

Individuals

Organizations

Public Institutions and Services

Physical Resources

Informal Organizations and Influence
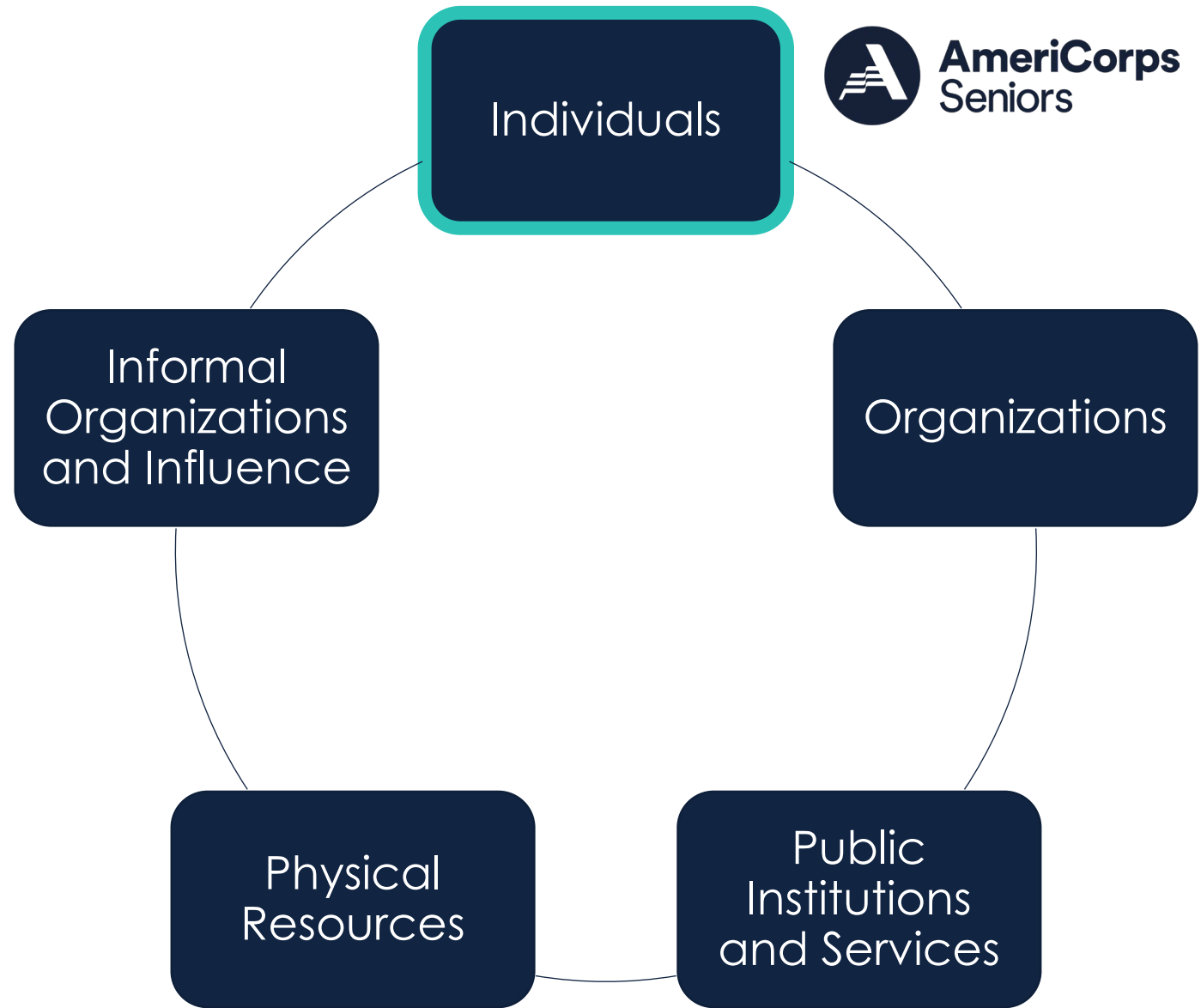
Organizations

Community Asset Mapping

- Associations of businesses
- Cultural organizations
- Communications organizations
- Faith-based organizations
- Institutions of higher education
- Hospitals
- Social services agencies

AmeriCorps
Seniors

Individuals

Informal Organizations and Influence

Organizations

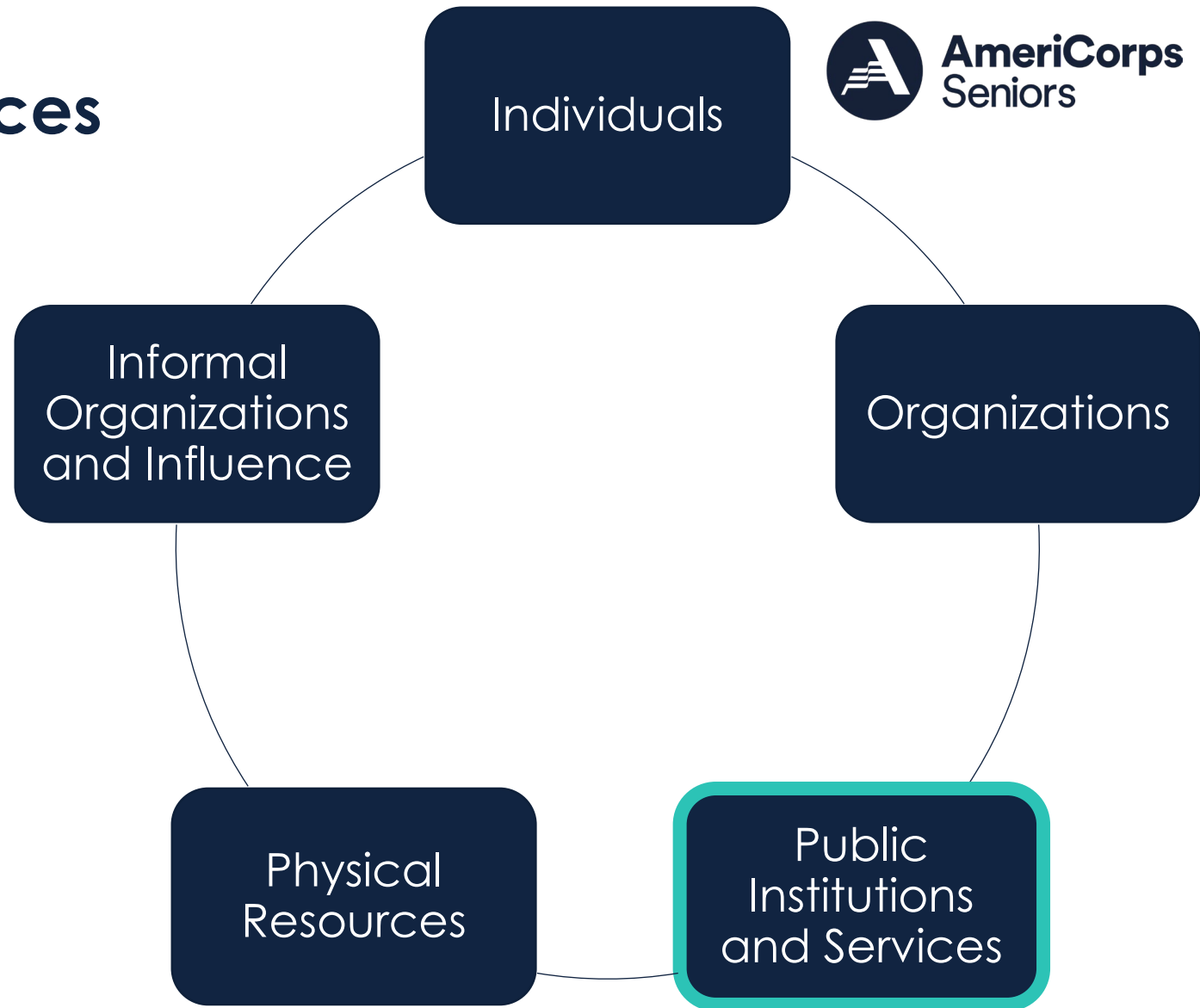Physical Resources

Public Institutions and Services

Public Institutions and Services

Community Asset Mapping

- Public schools
- Police and fire departments
- Libraries
- Parks and recreation
- Community centers

AmeriCorps Seniors

Individuals

Organizations

Informal Organizations and Influence

Physical Resources

Public Institutions and Services
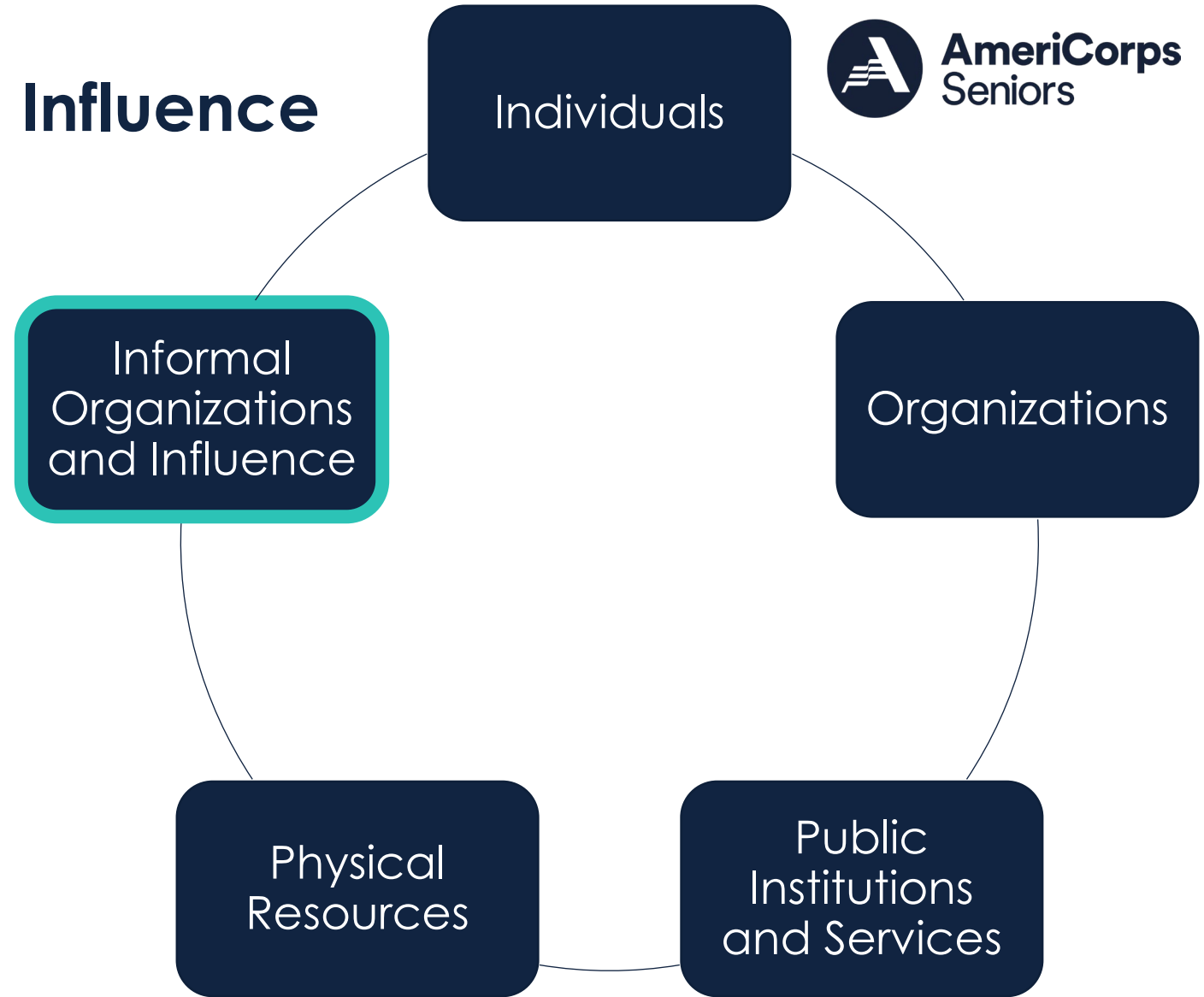
Physical Resources

Community Asset Mapping

- Vacant land
- Commercial and industrial structures
- Housing
- Energy and waste resources
- Billboards and community bulletin boards
- Community meeting spaces
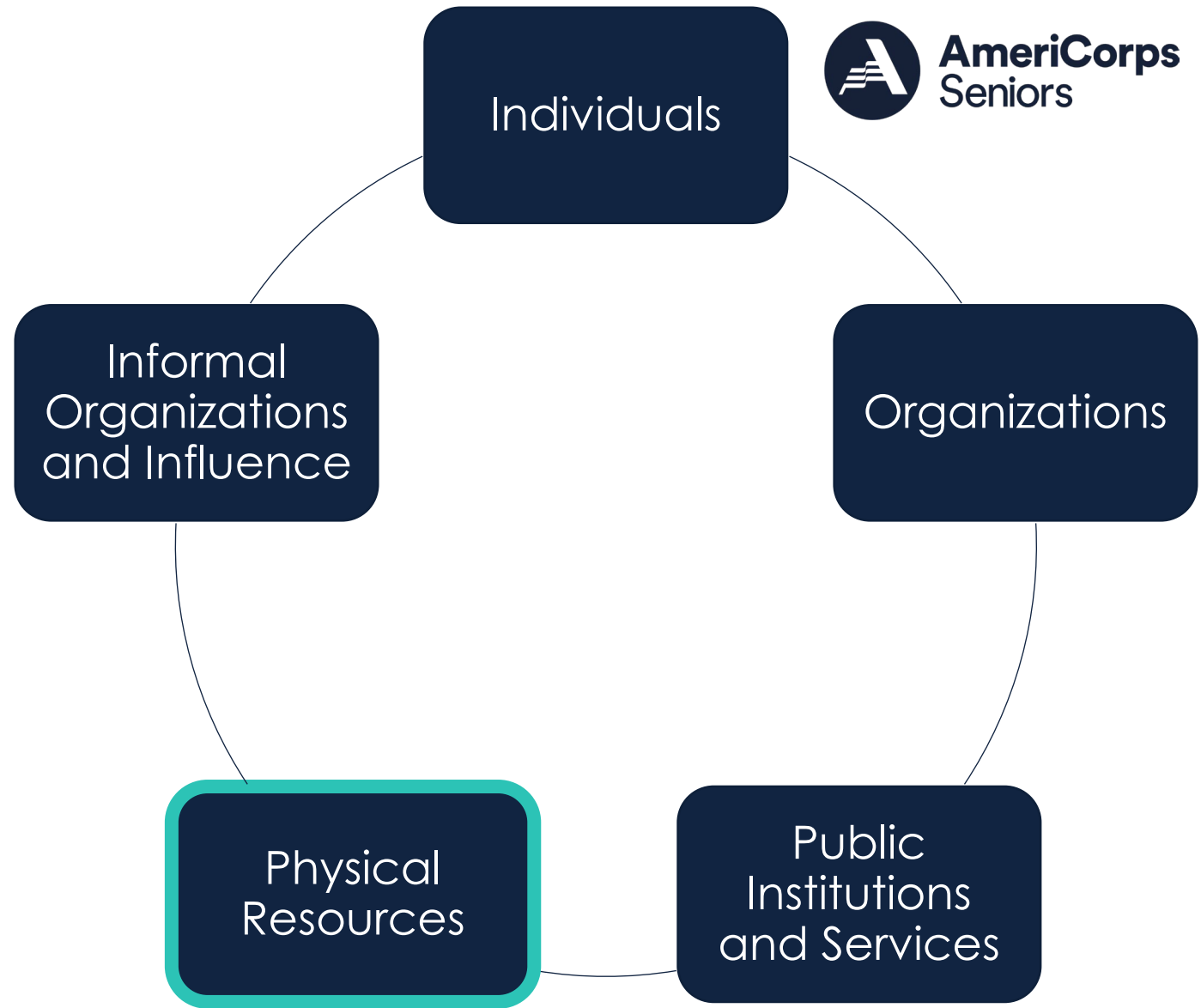
Informal Organizations and Influence

Community Asset Mapping

- Neighborhood associations and other social groups
- Community reputation
- Community pride
- Sense of history

Community Asset Mapping Template

Community Asset Mapping

Community Asset Type			
Community Assets	**Recruitment**	**Retention**	**Sustainability**
• Community Center	• Identify and participate in community events • Program and recruitment advertisement	• Training venue • Recognition events	• Potential partnerships • Marketing and funding opportunities • Non-Federal sources (Match)

Disclaimer: This is an example and is not meant to direct an applicant's proposal.

Produced and published at US taxpayer expense.

Self-Assessment and Knowledge Check

Self-Assessment

What needs have you identified within your community?

What assets in your community can you leverage to support your needs?

What is your plan to address identified community needs and leverage community assets?

Do the identified needs, and the plan to address them, align with the focus and funding priority areas of our open funding opportunities?

Knowledge Check #1

Community Need or Asset?	
Focuses on identifying and restoring what a community lacks	**Need**
Focuses on building on what a community has	**Asset**
Possibility oriented	**Asset**
Problem oriented	**Need**
Makes people consumers of services	**Need**
Identifies ways people can give of their talents	**Asset**

Knowledge Check #2

What is the Primary Focus of the Foster Grandparent Program?

Education

What is the Primary Focus of the Senior Companion Program?

Healthy Futures

When are applications due?

- Applications are due by **5:00 p.m. ET on Thursday, February 1, 2024**.

- Successful applicants will be notified by April 2024.

- Successful applicants will be issued award by June 2024.

Applicant Training and Technical Assistance

Notice of Funding Opportunity Appendices

Appendix Name	Purpose
Appendix A: Priority States and Territories	Applicants are not limited to this list of states and territories to apply for, but AmeriCorps Seniors is prioritizing projects that designate Geographic Service Areas operating in these states and territories due to relinquishments. Applicants can apply for one or more counties in a state.
Appendix B: National Performance Measure Instructions	Guidance for performance measures selection, output and outcome pairings, and required information for Work Plan in eGrants.
Appendix C: Terms and Definitions	Terms and Definitions provides information for terms most used in AmeriCorps Seniors.
Appendix D: Grant Application Instruction	Grant Application Instructions submitting your application in eGrants.
Appendix E: Cost Per Volunteer Calculator	Resource to help applicants determine a minimum number of volunteer service years (VSY) for a funding request.

Additional Applicant Training and Technical Assistance

Live Events (Requires Registration)	Pre-Recorded
AmeriCorps Seniors in Action: Mobilizing a Generation	Introducing AmeriCorps, AmeriCorps Seniors, and Its Programs
Identifying Funding Priority Areas in Your Community	AmeriCorps National Performance Measures Curriculum
Tour of the Notice of Funding Opportunity – Selection Criteria Review	Best Practices in Budget Development
National Performance Measures and Work Plans	Submitting Your Application in eGrants
Office Hours: Budget Q&A	AmeriCorps Due Diligence Review and Compliance Training
Office Hours: General and Performance Measurement Q&A	Frequently Asked Questions (Document)

For more information, visit the AmeriCorps [Funding Opportunity](#) Page.

Office Hours

Foster Grandparent Program Office Hours

- Budget Q&A, Wednesday, January 17, 2024, 1:30 p.m. ET

- General and Performance Measures Q&A, Thursday, January 18, 2024, 2:00 p.m. ET

- [Pre-Submit Questions](#) for webinar

Senior Companion Program Office Hours

- Budget Q&A, Wednesday, January 17, 2024, 1:30 p.m. ET

- General and Performance Measures Q&A, Thursday, January 18, 2024, 3:30 p.m. ET

- [Pre-Submit Questions](#) for webinar

Poll #2

Having attended today's webinar, how confident do you feel in your current level of knowledge relating to **identifying priority areas** for the current funding opportunities?

5- Much more confident

4- More confident

3- Neutral/Not sure

2- Less confident

1- Much less confident

Thank you for your interest in AmeriCorps Seniors funding opportunities.